

Global relaunch:

Case IH website redesigned for maximum customer comfort

Simultaneous relaunch worldwide with identical website structure and features / Responsive site automatically 'detects' device and adjusts content to suit the screen / Improved navigation and enhanced product pages for intuitive access to products, services, news ...

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For the first time in Case IH history, a website that is based on an identical, redesigned user-friendly template has simultaneously gone live around the globe. Developed and extensively tested in the last two years, the new website puts a clear focus on user-friendliness, easy and clear navigation, as well as access to products and services via the same structure and logic from whichever access point a user might come. "Like in agricultural products, our development, programming and testing staff have put on 'customer glasses', looking at the implementation of all functionalities from a user's' point of view. There is now no need to manually adapt the screen to the device used as our responsive system will automatically detect the device on which the customer is viewing the website and will thus adjust the content to suit the screen", Marie Mouton, Brand Communications Manager Case IH, explains one of the new features.

Focus on optimum user comfort

The concept behind the relaunch simply asked for optimum customer comfort: Be it the visit of a long-time customer looking for new machines, a buyer looking at special offers, parts or services, or the first visit of a potential new customer in search of the nearest Case IH dealer: The improved navigation allows all users to find the information they are looking for in fewer clicks. The enhanced 'Dealer Locator' for example offers improved functionalities and easy identification of local Case IH dealers – including their product and service portfolio. This tool is highly appreciated and has been used by our customers since the first version was launched several years ago, and the new website even grants access to the location of dealers via new search functions, maps, and Google Earth", says Mouton.

New machine configurator and links to social networks

The launch of the new machine configurator is yet another highlight: "Customers can view the full Case IH product range available in the respective country via large and appealing pictures and video clips which highlight the machines' broad spectrum of capabilities, features and fields of operation.

On this basis, customers can start “building their individual machine” with the new configurator, a function that was launched in Italy, the United Kingdom, Spain, Denmark and Benelux countries as a first step”, highlights Mouton. In addition, new campaign specific pages allow quick and easy access to relevant website sections such as Services, AFS Academy or Financing for example, making access as comfortable and intuitive as possible. “This also includes options for the easy sharing of information via social networks, a trend that is increasingly common with our customers”, says Marie Mouton.

Press releases and photos <http://mediacentre.caseiheurope.com/>.

Case IH is the professionals' choice, drawing on more than 170 years of heritage and experience in the agricultural industry. A powerful range of tractors, combines and balers supported by a global network of highly professional dealers dedicated to providing our customers with the superior support and performance solutions required to be productive and effective in the 21st century. More information on Case IH products and services can be found online at www.caseih.com.

Case IH is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com.

For more information contact:

Cecilia Rathje
Ph: +43 7435 500 634

Case IH Public Relations Officer
Europe, Middle East & Africa

Email: cecilia.rathje@cnhind.com
www.caseih.com